



## **Cross Promotion Policy**

*V.DRAFT - 31 January 2015*

In an effort to be a leader in community involvement, Peach City Radio is open to collaboration with all proposals for cross promotion activities with organizations and businesses in and around the Penticton area. The goal of a cross promotional activity is to enhance the visibility of all involved parties, while furthering the vision and mission of Peach City Radio.

From the perspective of Peach City Radio, involvement in these activities should bolster:

- Visibility and exposure of Peach City Radio within the community.
- Visibility and exposure of Peach City Radio within the network of the collaboration partner.

From the perspective of the collaborating parties, Peach City Radio aims to:

- Promote the cross promotion via inclusion of on-air spots within the online stream (and on-air once broadcasting).
- Leverage our strong social media and web presence regarding the cross promotion, and all collaborating parties.
- Network with existing Peach City Radio members and E-Cast recipients regarding the cross promotion activity.

Each cross promotion opportunity will be evaluated by the Board of Directors, upon presentation by a Director at a regular Board meeting. The presentation of a cross promotion should include a written proposal to the Board of Directors, distributed to the Board in advance of a meeting.

All proposals will be evaluated on the following criteria:

- Benefit to the partners and community as a whole.
- Alignment of common goals among partners and Peach City Radio.
- Opportunity cost to Peach City Radio. This requires the Board to weigh the value of the presented opportunity to Peach City Radio against the perceived cost (in terms of money, volunteer hours, organizational effort) to the Society, as well as difficulty of execution.

Should the Board approve involvement in a cross promotion, the responsible Peach City Radio volunteers will be required to provide status updates on request to the Board, as well as a brief final presentation, summarizing the activity.

The proposal should include each of the following:

1. A brief overall description of the cross promotion in general terms.
  - Include a justification for Peach City Radio participation.
  - Include a statement on the benefit to the partners and/or the community in general as a result of Peach City Radio participation.
2. A concrete timeline for the cross promotion, including defined start and end dates.
3. A simple budget for the cross promotion, including expected revenue and expenses.
  - Note that the budget should include a description of how any funds raised during the cross promotion is to be entered into the Peach City Radio accounts.
4. A list of the community partners for the cross promotion.
5. A detailed list of the expectations for each party involved:
  - Detail any expectations of the partners, of Peach City Radio?
  - Detail any monetary expectations.
  - Detail any branding/logo placement required.
  - Provide a copy of any agreement partners/Peach City Radio may be asked to sign.
6. A basic action plan for the duration of the cross promotion, including:
  - Assignment of responsibility to Peach City Radio volunteers for coordination, or general help during the cross promotion.
  - A list of any promotional requirements (posters, social media, website, on-air).

In addition to any agreed upon receivable, all participants and partners with Peach City Radio in a cross promotional activity will receive a certificate of appreciation for their involvement, signed by a Director.